



DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Trade and services
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	4

Name of the subject	Market conditions	
Hourly dimension of particular forms of classes <ul style="list-style-type: none">lecturesother forms	Full-time studies – 30 Part-time studies – 18	
	Full-time studies – 10 Part-time studies – 8	
	Full-time studies – 20 Part-time studies – 10	

Learning objectives:	<ul style="list-style-type: none">to present the nature of economic fluctuations and the need for their study, and to introduce the basic methods for studying such fluctuations, in particular the method of the business cycle testto acquire skills for analysing and interpreting the results of the study of business cycle fluctuations by the business cycle test method.
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Learning outcomes for the subject			
Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	explain the essence of economic fluctuations and present the reasons for the necessity of their study	K_W01	P6S_WG
EK_W02	present the methods used to study the economic situation and the scope of their use, as well as to characterise selected of them in detail	K_W05	P6S_WG
EK_U03	construct a business trend test questionnaire and analyse and interpret the results of business trend research using the business trend test method	K_U01 K_U03 K_U12	P6S_UW P6S_UK
EK_K04	apply general knowledge of management and economic sciences in interpreting the results of business cycle studies using the business cycle test method	K_K02	P6S_KK

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
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	Lectures	
T_01	The essence of fluctuations and business cycles, their causes and effects. Morphological features of the business cycle. Types of business cycles Concepts of measuring cyclicity.	EK_W01 EK_K04
T_02	Usefulness and practicality of studying market and general economic conditions. Selection and preparation of data for diagnosing and forecasting business cycle fluctuations	EK_W01 EK_K04
T_03	Classification of business cycle survey methods. Properties, purpose and usefulness of basic methods	EK_W02 EK_K04
T_04	Method of the economic situation test - rules of the test's questionnaire construction, sample selection, systematicity, frequency and research organization	EK_W02 EK_U03
T_05	Method of the business cycle test - ways of processing empirical data, principles and ways of presentation, analysis and interpretation of results from business cycle test	EK_W02 EK_U03
T_06	Application of the business cycle test method in studies of market, consumer and general economic situation in Poland. Research using the business cycle test method conducted by the Central Statistical Office - scope and methodology.	EK_W01 EK_W02
T_07	The method of barometers of the economic situation - principles of selecting components, types of barometers, their use in studying the economic situation. Examples of barometer construction for the financial services market	EK_W02
	Exercises	
T_08	Construction of a business trend test questionnaire for diagnosing and forecasting the business climate on a specific market - work in teams	EK_U03 EK_K04
T_09	Verification of empirical material, weighting and basic processing of data from the test	EK_U03 EK_K04
T_10	Tabular and graphical presentation of basic results from business cycle test Construction and calculation of composite business cycle indicators	EK_W02 EK_U03
T_11	Analysis and interpretation of business cycle test results - structure of weighted responses, business cycle balances, business climate indicators, synthetic business cycle indicators	EK_W02 EK_U03 EK_K04

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01 – T_07
Problem-based lecture	
Informative lecture	
Discussion	

Working with text	
Case study method	T_09 – T_11
Problem-based learning	
Didactic/simulation game	
Exercise method	T_08 – T_11
Workshop method	
Project method	T_08
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”)	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	Student cannot explain the nature of economic fluctuations and does not know the reasons for their study	Students will be able to explain to the necessary extent the nature of economic fluctuations and indicate the main reasons why it is necessary to study them.	Students will be able to duly explain the essence of business cycle fluctuations and indicate the reasons for the need to study them, as well as being able to discuss the basic elements of business cycle morphology	Students can fully explain the nature of business cycle fluctuations and indicate the reasons for the necessity of their study, they can comprehensively discuss the morphology of business cycle as well as present various concepts of measuring the cyclicity of business cycle fluctuations
EK_W02	The student is not able to present the two main methods of business cycle research and the scope of their use and is not able to explain the essence of the business cycle test method and indicate its main characteristics correctly	Students will be able to present most of the applied methods of researching the economic situation and the scope of using the main ones as well as to characterise in a basic way the method of economic situation test and discuss the main rules of constructing a questionnaire of economic situation test.	The student will be able to present the applied methods of researching the economic situation and the scope of their use, as well as to characterise in detail the method of the economic situation test and discuss the principles of constructing a questionnaire for the economic situation test, as well as discuss the classification of indicators obtained from the economic situation test	The student is able to present the methods used to study the economic situation as well as the scope and conditions of their use. He/she can also fully characterise the method of economic situation test and discuss the principles of constructing a questionnaire for economic situation test, discuss the classification of indicators obtained from economic situation test, as well as present the principles of selecting components in economic situation barometers and the criteria of evaluating economic situation barometers
EK_U03	The student is not able to construct a business trend test questionnaire using basic construction principles and is not able to correctly analyse and interpret simple business trend indicators for certain	Students will be able to construct a business trend test questionnaire, following the basic rules of construction, as well as correctly analyse and interpret simple indicators of the business trend for a	Students will be able to construct a business trend test questionnaire, observing most of the rules of construction and edit it appropriately, as well	The student is able to construct a business trend test questionnaire in full compliance with the rules of construction, is able to correctly analyse and interpret simple business trend indicators for a

	economic values from a static point of view.	given economic size in static terms.	as correctly analyse and interpret simple business trend indicators for a given economic size in static terms, as well as relations between simple indicators for different economic sizes.	specific economic size and the relationship between simple indicators for different economic sizes in a static, as well as in a dynamic perspective, and is able to construct, analyse and interpret complex business trend indicators
EK_K04	The student is not able to use the general knowledge from the field of management and economic sciences in interpreting the results of business cycle research by means of the business cycle test method.	The student is able to use the general knowledge of management and economic sciences to a limited extent in interpreting the results of business cycle research using the business cycle test method	The student is able to use the general knowledge from the field of management and economic sciences in the process of questionnaire construction and in interpreting the results of economic activity research by means of the economic activity test method.	The student is able to use the general knowledge from the field of management and economic sciences in constructing the questionnaire and in interpreting the results of business cycle research using the business cycle test method.

Verification of learning outcomes	EK symbols for the module/subject			
	W01	W02	U03	K04
Written examination				
Oral examination				
Written credit	X	X	X	X
Oral credit				
Written colloquium	X	X	X	X
Oral colloquium				
Test				
Project	X	X	X	X
Written work				
Report				
Multimedia presentation				
Work during exercise	X	X	X	X
Other (which?) -				

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
Total 1+2+3	30	18
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	20	32
SUMMARY 1+2+3+4+5	50	50

Total ECTS credits according to the study plan

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Reference literature

Admowicz E., *Badania koniunktury. Fakty. Użyteczność*, Oficyna Wydawnicza SGH, Warszawa 2013.
Badanie koniunktury gospodarczej, Zeszyty metodyczne i klasyfikacje, GUS, Warszawa 2013.
Drozdowicz-Bieć M., *Cykle i wskaźniki koniunktury*, Wydawnictwo Poltext, Warszawa 2012.
Garczarczyk J. (red.), *Rynek usług finansowych a koniunktura gospodarcza*, CeDeWu, Warszawa 2009.
Garczarczyk J., Matusiewicz R., Mocek M., *Koniunktura na rynku bankowym i ubezpieczeniowym w Polsce*, AE w Poznaniu, Poznań 2001.
Garczarczyk J., Mocek M., Olejnik I., Skikiewicz R., *Wskaźniki koniunktury finansowej w diagnozowaniu i prognozowaniu rozwoju gospodarki*, AE w Poznaniu, Poznań 2006.
Lubiński M., *Analiza koniunktury i badanie rynków*, Dom Wydawniczy ELIPSA, Warszawa 2004

Complementary literature

Barczyk R., Kąsek L., Lubiński M., Marczewski K., *Nowe oblicza cyklu koniunkturalnego*, PWE, Warszawa 2006.
Barczyk R., Lubiński M., Konopczak K., Marczewski K., *Synchronizacja wahań koniunkturalnych*, Wyd. UE w Poznaniu, Poznań 2010.
Drozdowicz-Bieć M. (red.), *Wskaźniki wyprzedzające*, Prace i Materiały IRG SGH, nr 77, Warszawa 2006.
Garczarczyk J. (red.), *Analiza i prognozowanie wahań koniunkturalnych w gospodarce polskiej*, Wyd. UE w Poznaniu, Poznań 2009.
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